

The North Radio 103.3 FM
Community Advisory Board (CAB) Meeting
Thursday, August 24, 2023, 6:00 p.m.

Present: Mel Sando, Linda Peplinski, Stephen Cushing

Absent:

Also Present: Brian Rickman (The North Radio Station Manager), Tom Jamar (Director of Marketing & Communications), Natalie Hest (Director of Development), Wendy Vogelgesang (Administrative Assistant)

Brian Rickman called the meeting to order at 6:00 p.m.

Agenda Item	Discussion/Conclusions
Welcome & Introductions Invitation to Join the CAB	<ul style="list-style-type: none">• New community members: Mel Sando, Linda Peplinski, Stephen Cushing
WDSE-FM Updates & Upgrades	<ul style="list-style-type: none">• Upgrades across the board on the technical front• The North was selected to join the Mediabase AAA panel (Adult Album Alternative)• New afternoon show host of Northland Afternoon – Shane German• Increased exposure in the market overall with more appearances and more station promotion• Launched the MN Music Archive (anyone can add to)
WDSE-FM Challenges	<ul style="list-style-type: none">• The present state of Radio and our best guess for its future• Increased competition for a listener's ear. Spotify/YouTube, etc. What makes us unique?• Democracy Now!• Charitable giving remains down nationwide & new ways to give• The need to recruit young people to become members• Trying to get more people to "come check us out"

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WDSE-FM Challenges Continued	<ul style="list-style-type: none"> • Story-telling aspect of the artists – share with listeners and educate them before/after we share a song
WDSE-FM Plans for Q4	<ul style="list-style-type: none"> • Educating the staff about new ways to make their programs “sticky” • Investigating new fundraising opportunities • Continuing technical upgrades with the launch of new ways to listen • Continued development of the radio station’s overall presentation, to enhance the listener experience and fulfill our mission to illuminate, inspire, and enrich lives in the communities we serve. • We will noticeably be ramping up our content productions in the coming weeks • We are investigating the possibilities of new technologies to create potentially groundbreaking new content for our members • Progressing with the revision of our Student and Volunteer programs to align with the needs of the community, providing educational opportunities and fostering community involvement • Preparing for significant promotion in the market, collaborating with the marketing team to develop a strategic plan that generates subtle yet impactful buzz in the region, ensuring our mission reaches a wider audience
Board Member Dialogue	<ul style="list-style-type: none"> • Blues Fest discussion (Mel) – rebuild relationships • Tom Jamar – Homegrown Music Festival; DECC; The North out at festivals; we’re the only dual-licensed TV/Radio Public Media in MN; collaborations between TV/Radio (example: Cactus Blossoms – live at TV station, aired audio on The North, video on YouTube) • The “need” to be a personality when on air • Shane – 3 hour Northland Afternoon show and in charge of our ACH (Arts & Cultural Heritage) funding • Northland Morning – too much talking (b/c of interviews etc)?? • Democracy Now – does it halt the flow of music? Three community members here today and all 3 state that they turn off the radio or turn the dial when D.Now comes on at 9am. <ul style="list-style-type: none"> ○ Play non-stop music for that hour instead? ○ Transition – some listeners will be upset on both sides. But hopefully more will be happy!

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Board Member Dialogue Continued	<ul style="list-style-type: none"> ○ Linda: Good news? Local news? Currently turns off D.Now and goes to MPR. Would like enough news on The North to keep her listening. ○ Mel: There's enough news in our area already. You can go elsewhere for news. Stick with your roots of musical variety. ○ Stephen: Don't think you can play enough music! (comment about playing 1 hr of non-stop music instead of D.Now) Luke – growing into his position. Shane – pro. <ul style="list-style-type: none"> • Linda – Riddle of the Day/Word Scramble of the Day; For the Birds, etc. Is it too much talk for a morning show? • Brian – incorporate our own ideas besides Astro Bob & Laura (For the Birds). Luke started his own ideas to keep the same format that was passed down to him. • Steve – really likes Larry Weber (outdoor guy) • Nature related programs: 1 chunk of time on the program and then cycle through the various shows instead so not daily? • Two Harbors – low-power station. Moving in towards Duluth? • Need BIPOC voices on air/songs/space for that. Not seeing/hearing. <ul style="list-style-type: none"> ○ Shane – new world music feature (Wednesdays) ○ Latin Alternative, Caribbean Roots, Putumayo – all programs working on enhancing world voices. Be sure to keep space between the programs/spread out. ○ Idea: evening hip-hop show • Folk hour on Sat night – different time for? • Highest rated program – Hwy 61 Revisited. Discussed archived Bob Dylan music. • Steve – shared idea that MN Public Radio has a program that focuses on Black musicians/Black composers • Brian – idea of asking for volunteer-aired promos. Open to ALL in the community to try to get a variety of representation • Volunteer Rebecca's Blue's Program – Mel & Steve really like her choices of music. They don't care for the blues played on the other 2 DJ's program/don't listen to. • Goal – please as many listeners as possible. Some of our music you won't hear anywhere else! • Volunteers – music selection is all theirs.

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Board Member Dialogue Continued	<ul style="list-style-type: none"> ○ G Selector: assists in scheduling music and can offer good transition ideas of similar music ○ Playout 1: automation system. Also archives everything in our digital library ○ Person/DJ is still “in charge” of the above systems. They’re just there for help. • Spotify Playlists – created by weekly music meetings as well as unique themes/shows. • 103.3 – we’re not in the 80s/90s on the dial where public media sits. We’re in the 100s where commercial radio sits. All the more reason we (WDSE) wanted to purchase this spot on the dial and keep it unique! • Promo on-air – Have young listeners, like Road Salt Radio volunteers, do promos for the air to try to bring in more young listeners. Have older listeners do too! Intergenerational. Asked Mel, Linda, and Steve if they’d be interested in recording a short promo. • TV/Radio – mixed media. LOTS of possibilities • Tom: <ul style="list-style-type: none"> ○ West Theatre – keep connecting with this theater to broaden our work with them. Ex: Dessa in Sept. ○ Rebrand – Road Salt Radio: students did a nice job working and learning through the entire re-brand process. Bent Paddle. Get in front of people! ○ Local Artist – call-out to local area artists to work with WDSE PBS North and The North FM. New shirt, etc • Mel – Would like to hear more local music (a musician himself). Work on the connection with community. <ul style="list-style-type: none"> ○ Says 103.3 is his “#3” choice. Likes to play guitar along with what he’s listening to. YouTube is his #1 for music. • MN Music Archive – able to add your own music here. • Mel, Linda, & Steve – all spoke of a sense of ownership. Long-time listeners & supporters. • Tom asked: “What kind of event would you want to come out to listen to?” <ul style="list-style-type: none"> ○ VARIETY, live, local musicians. This formula has kept us all listening for 30-35 years ○ Coffeehouse style – TV show hosted by radio folks ○ Diverse playlist

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Board Member Dialogue Continued	<ul style="list-style-type: none"> • Soul Village program – Chris Harwood owns his show and also syndicates it/plays it on a metro area jazz station • Twin Ports Music Festival – Tom shared we'll be more involved with next year/moving forward • Steve – on-air radio personalities should be visible in the community to help draw listeners in (introducing acts, table at events, at local music venues/music at a brewery promoting, etc.) • Natalie – survey just went out to members. September = community survey will go out.

The meeting adjourned 7:45 pm. Next meeting December 2023?
Submitted by Wendy Vogelgesang, Recording Secretary